

# Trade Notes...

FAS public affairs specialist  
Don Washington is at (202) 720-3101;  
E-mail: [washington@fas.usda.gov](mailto:washington@fas.usda.gov)

## Australia Approves California Grape Imports

In February, the Australian Ministry of Agriculture approved imports of California table grapes under strict conditions that include fumigation at origin. To promote California table grapes in the newly opened market, FAS will provide \$75,000 to the California Table Grape Commission under its Quick Response Emergency Fund program, created under Section 108, which finances the sale and exportation of agricultural commodities to foreign governments on concessional terms. The money will fund promotions, consumer evaluations, technical assistance and trade servicing to the California table grape industry. The United States and Australia have counter-cyclical growing seasons, so the trade will benefit both countries. USDA and the Office of the U.S. Trade Representative have worked for more than 10 years to obtain access to the Australian market for California table grapes. This year, USDA's Animal and Plant Health Inspection Service and the Australian Quarantine Authority ironed out the final details of a shipping protocol. USDA will continue to work with the grape industry and the Australians to reassess the program at the end of the first shipping season to review the need for some of the requirements. For more information about the Quick Response Emergency Fund go to: [www.fas.usda.gov/mos/108/Program%20Notices/10801001.html](http://www.fas.usda.gov/mos/108/Program%20Notices/10801001.html)

## USDA To Promote Paris Health Food Show

FAS will host a U.S. Pavilion Sept. 17-19, 2002, at the Health Ingredients Europe (HI Europe) 2002 exhibition in Paris, France. This is Europe's only exhibition and conference dedicated solely to the health food ingredients industry. Across Europe, functional food demand is expected to grow 30 percent over the next two years. That makes it the fastest-growing food segment in the region. In France alone, the market for organic food expands 20 percent annually: sales in 2000 reached \$1 billion and are expected to reach \$2.4 billion by 2003. While the health food market is specialized, it is by no means limited. Makers of spices, vitamins, plant extracts, diet foods, food supplements and natural aroma products have a place in this trade show. Many European health product manufacturers are expected to attend, looking for ingredient suppliers. For more information on exhibiting products at HI Europe, or for information on other USDA-endorsed shows, contact: Sharon Cook, FAS' Trade Show Office. Tel.: (202) 720-3425; Fax: (202) 690-4374; E-mail: [Sharon.Cook@fas.usda.gov](mailto:Sharon.Cook@fas.usda.gov)

## The Fourth Time Is the Charm

The fourth year of participation at the Canadian Food and Beverage Show in Toronto proved to be the most successful so far for the USA Marketplace Pavilion. A new location on the exhibit floor with better traffic flow and record attendance helped to make the Pavilion a resounding success. Projected 12-month sales from the show are expected to reach \$1.9 million.

## Guide to Exporting Fishery Products

FAS has published a new guide to assist fishery product exporters with everything from document preparation to finding industry contacts. The guide features a special section on financing options and information to help U.S. agribusinesses gain market share worldwide. U.S. exports of seafood products rose 10 percent in fiscal 2001 alone, and were valued at \$3.1 billion. The free guide is on FAS' homepage: [www.fas.usda.gov/ffpd/Export-Guidebook/FisheryGuide.pdf](http://www.fas.usda.gov/ffpd/Export-Guidebook/FisheryGuide.pdf)

Hard copies are available by calling FAS' Forest and Fishery Products Division at (202) 205-7763. Mail requests to USDA, FAS/FFPD, AgSTOP 1047, 1400 Independence Ave., SW, Washington, DC 20250-1047.